2048205061

CAMEL SMOKERS

	Total	Male	Female	Unkn	COUPON RESPONDERS Total	Male	Female	Unkn	MAT RESPONDERS Total	Male	Female	Unkn	MCS RESPONDERS Total	Male	Female	Unkn	GEAR RESPONDERS Total	Male	Female	Unkn	MAT OR MCS OR GEAR RESPONDERS Total	Male	Female	Unkn	MAT OR MCS OR GEAR OR COUPON RESPONDERS Total	Male	Female	Unkn
21-24	72324	46050	24399	18[illegible]	9470	6270	3020	1[illegible]	3691	2521	1089	81	2505	1615	840	50	2020	1238	751	31	6162	4031	[illegible]10	12[illegible]	12058	7963	3864	231
25-34	296331	206604	86620	3107	30750	21160	22560	2030	16773	11613	4984	176	10502	6952	3430	120	6794	4338	2373	83	25552	17177	8090	284	91482	63374	25958	2149
35-44	254688	180827	64227	9634	32760	[illegible]280	21490	9[illegible]	14182	9936	4149	97	10091	6969	3042	80	6880	4564	[illegible]23	93	23365	16103	7061	201	92573	67043	24455	1074
45-54	160679	119878	37779	3072	49830	37820	11[illegible]0	6[illegible]0	6936	5086	1800	4[illegible]	4590	3348	1208	[illegible]4	3208	2314	860	3[illegible]	11051	8063	2901	87[illegible]	[illegible]447	41206	12568	687
55-64	92361	66169	23[illegible]9	2720	29960	21430	76[illegible]0	640	1990	1498	473	1[illegible]	1168	847	308	1[illegible]	756	534	209	1[illegible]	2936	2159	743	3[illegible]	[illegible]1[illegible]3	[illegible]7337	8202	654
65+	117018	80842	34097	2939	37550	25720	10970	8[illegible]0	1191	848	325	1[illegible]	587	408	169	1[illegible]	349	235	109	[illegible]	1595	1118	452	2[illegible]	[illegible]1[illegible]5	[illegible]6190	11160	870
Unknown	31485	20911	9139	1435	7510	5150	2080	2[illegible]0	443	267	103	5[illegible]	1	1	0	0	0	0	0	[illegible]	333	216	77	4[illegible]	[illegible]0[illegible]	5241	2112	297
TOTAL	1025006	721281	279614	24791	297830	212830	79360	5640	45206	31793	12923	490	29444	20140	8997	307	20007	13223	6525	259	70993	48867	21334	792	327647	233354	88320	5973

- TOTAL MALE CAMEL POPULATION NOT MAILED THE RACING MAILING: 86% or 620302
- CONTINUITY RESPONDERS RESPONDED TO MORE THAN ONE PROGRAM: 25%
- CONTINUITY RESPONDERS WHO ALSO RESPONDED TO A COUPON IN THE PAST THREE YEARS: 58%

- CAMEL SMOKERS WHO HAVE RESPONDED TO ANY MARLBORO OFFER IN THE PAST THREE YEARS: 33%

WINSTON SMOKERS

	Total	Male	Female	Unkn	COUPON RESPONDERS Total	Male	Female	Unkn	MAT RESPONDERS Total	Male	Female	Unkn	MCS RESPONDERS Total	Male	Female	Unkn	GEAR RESPONDERS Total	Male	Female	Unkn	MAT OR MCS OR GEAR RESPONDERS Total	Male	Female	Unkn	MAT OR MCS OR GEAR OR COUPON RESPONDERS Total	Male	Female	Unkn
21-24	23297	13098	9417	78[illegible]	4760	2760	1880	12[illegible]	1291	787	479	2[illegible]	863	468	382	1[illegible]	581	287	283	11	2036	1157	843	3[illegible]	5615	3246	2234	135
25-34	219341	124456	85754	6131	[illegible]740	37750	29810	1780	10144	5998	4050	9[illegible]	5947	3260	2618	6[illegible]	3400	1862	1486	52	14618	8340	6116	163	[illegible]5280	41253	32179	1848
35-44	345078	195624	142784	6670	[illegible]2[illegible]10	68040	52880	2070	13750	7788	5[illegible]7	10[illegible]	[illegible]778	4744	3906	7[illegible]	5790	2979	2741	70	21201	11633	9378	190	[illegible]1894	72926	56819	2150
45-54	416344	225038	179706	13600	138070	74080	60230	3760	[illegible]1500	6548	4[illegible]3	[illegible]2	6666	3679	2934	53	4408	2316	2047	4[illegible]	17000	9407	7473	120	[illegible]45210	78031	63369	3810
55-64	216754	115323	96369	5062	76620	41810	33350	1460	3959	2268	1667	[illegible]4	1887	1068	803	16	1304	709	584	11	5363	3031	2291	41	[illegible]8872	43083	34312	1477
65+	207753	105417	97022	5314	73430	37260	34470	1700	1978	1140	824	[illegible]4	883	495	372	16	518	287	223	[illegible]	[illegible]2534	1442	1064	29	[illegible]4494	37865	34917	1712
Unknown	70119	37181	29591	3347	18210	9380	7940	890	336	200	115	[illegible]7	0	0	0	0	0	0	0	0	252	150	86	16	18316	9443	7976	897
TOTAL	1500686	816137	843643	4090[illegible]	[illegible]3220	271080	220360	11780	43051	24729	17975	347	24974	13714	11015	245	15981	8436	7344	201	[illegible]3005	35159	27251	595	[illegible]29082	285847	231805	12030

- TOTAL MALE WINSTON POPULATION NOT MAILED THE RACING MAILING: [illegible]% or 750846
- CONTINUITY RESPONDERS RESPONDED TO MORE THAN ONE PROGRAM: [illegible]%
- CONTINUITY RESPONDERS WHO ALSO RESPONDED TO A COUPON IN THE PAST THREE YEARS: 65%

- WINSTON SMOKERS WHO HAVE RESPONDED TO ANY MARLBORO OFFER IN THE PAST THREE YEARS: 35%

SALEM SMOKERS

	Total	Male	Female	Unkn	COUPON RESPONDERS Total	Male	Female	Unkn	MAT RESPONDERS Total	Male	Female	Unkn	MCS RESPONDERS Total	Male	Female	Unkn	GEAR RESPONDERS Total	Male	Female	Unkn	MAT OR MCS OR GEAR RESPONDERS Total	Male	Female	Unkn	MAT OR MCS OR GEAR OR COUPON RESPONDERS Total	Male	Female	Unkn
21-24	11665	3452	7685	52	4090	3300	750	4[illegible]	355	140	207	[illegible]	223	69	148	[illegible]	152	45	105	[illegible]	548	191	345	1[illegible]	4320	3380	895	45
25-34	222575	69873	140766	1193[illegible]	13390	13080	28270	2040	3357	1146	2173	3[illegible]	2267	659	1586	2[illegible]	1417	355	1049	1[illegible]	5281	1620	3606	5[illegible]	4[illegible]8	13760	29785	2063
35-44	310412	112911	190388	713	37840	20910	35830	1100	4877	1664	3184	4[illegible]	3618	1139	2444	35	2617	774	1809	[illegible]4	8334	2683	5563	9[illegible]	[illegible]1740	22037	38166	1137
45-54	248107	95745	144574	778	17880	7870	9580	430	2944	1151	1[illegible]4	2[illegible]	1845	690	1142	1[illegible]	1327	452	855	[illegible]0	4567	1720	2821	4[illegible]	[illegible]1[illegible]5	[illegible]8942	10765	450
55-64	149832	59362	86625	3845	8600	4130	4280	190	1028	467	554	[illegible]7	602	268	327	[illegible]7	400	160	235	[illegible]5	1523	671	[illegible]837	14[illegible]	[illegible]9[illegible]1	4412	4632	196
65+	164272	62803	90969	450	8250	3340	4830	280	4[illegible]	206	234	[illegible]3	259	100	158	[illegible]	163	73	89	[illegible]3	649	284	361	[illegible]4	[illegible]4[illegible]	3459	4782	282
Unknown	60178	24024	33030	3124	3490	1440	1760	290	116	57	51	[illegible]8	0	0	0	0	0	0	0	0	87	43	38	[illegible]6	[illegible]0[illegible]4	1458	1770	293
TOTAL	1167039	428170	700037	3882	13540	54070	85100	4370	13129	4831	8147	141	8814	2925	5805	84	6076	1859	4142	75	21008	7211	13571	226	[illegible]2363	57099	90800	4465

- TOTAL MALE SALEM POPULATION NOT MAILED THE RACING MAILING: 61% or 346818
- CONTINUITY RESPONDERS RESPONDED TO MORE THAN ONE PROGRAM: 22%
- CONTINUITY RESPONDERS WHO ALSO RESPONDED TO A COUPON IN THE PAST THREE YEARS: 46%

- SALEM SMOKERS WHO HAVE RESPONDED TO ANY MARLBORO OFFER IN THE PAST THREE YEARS: 13%

- ONLY AVAILABLE AND QUALIFIED SMOKERS
- COUPON RESPONDERS = SMOKERS REDEEMING A MARLBORO COUPON IN THE PAST 3 YEARS
- COUPON RESPONDERS WERE DERIVED FROM A 10% ANALYTIC FILE. THE NUMBERS HAVE A VARIANCE OF +/-3%
- NET RESPONDERS WERE DERIVED FROM THE ANALYTIC FILE
- NET RESPONDERS COUNTS - RESPONSE TO ANY PROGRAM ONLY ONCE

Source: https://www.industrydocuments.ucsf.edu/docs/hyfm0004